

Bloomington Peer Breastfeeding Support Program

Breastfeeding Initiation
and Duration
for Women Delivering
During 2013

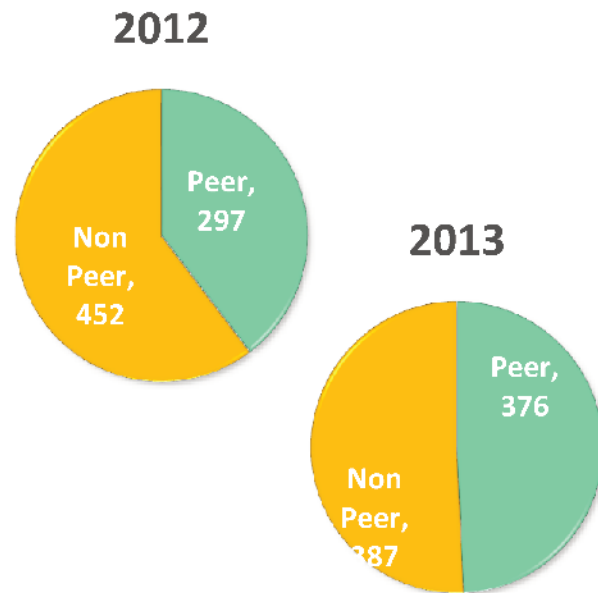
MINNESOTA WIC PROGRAM

JANUARY, 2016



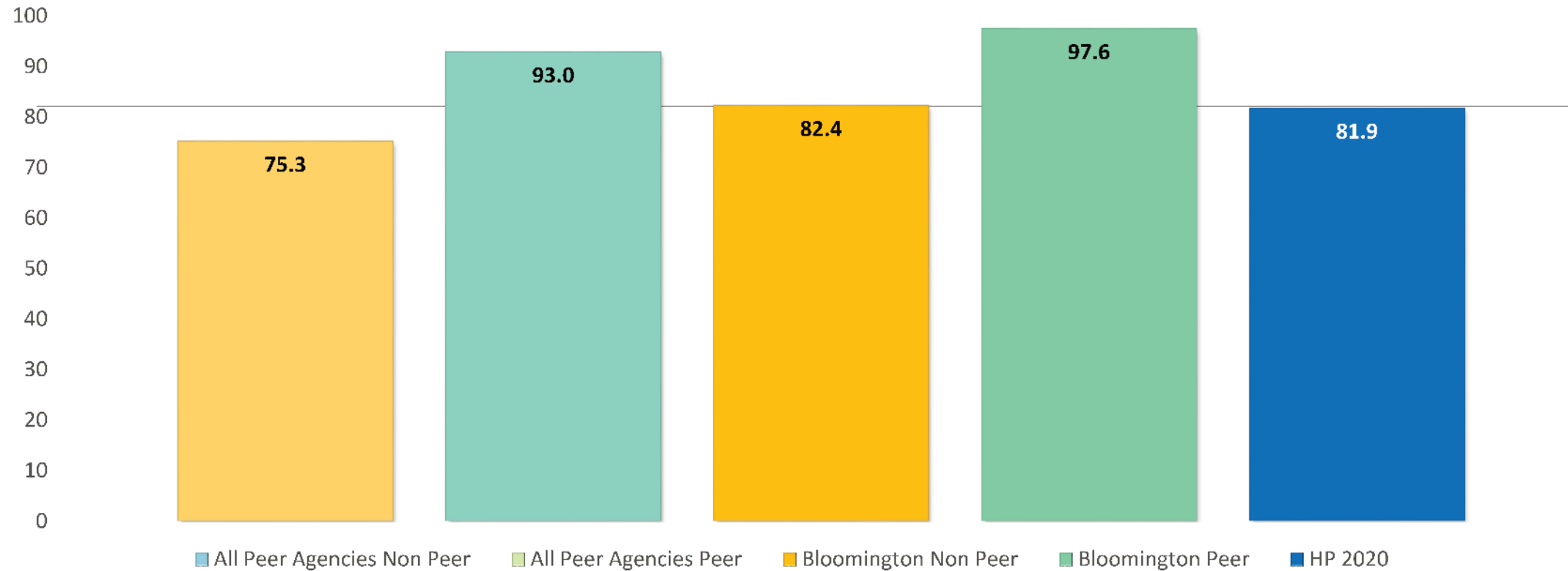
Participation in the peer program

The Bloomington WIC Peer Breastfeeding Support Program hires and trains women who are like those being served to provide basic breastfeeding education and support to pregnant and postpartum WIC participants.



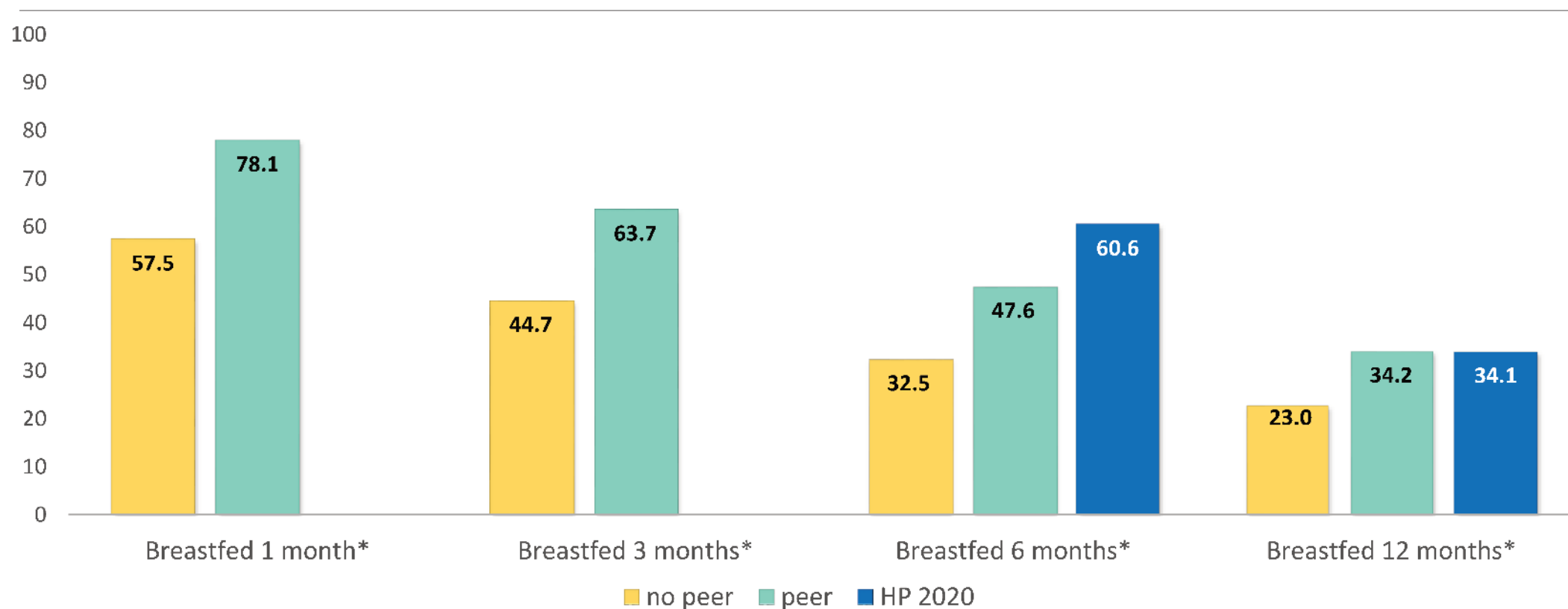
Peer Program vs Non Peer Program: Women who participated in the Bloomington peer program, defined as having at least one peer program contact.

Breastfeeding Initiation Bloomington WIC 2013



Women receiving peer services were more likely to initiate breastfeeding compared to those who did not receive peer services ($p < 0.001$). The peer program initiation rates exceed the Healthy People 2020 objectives.

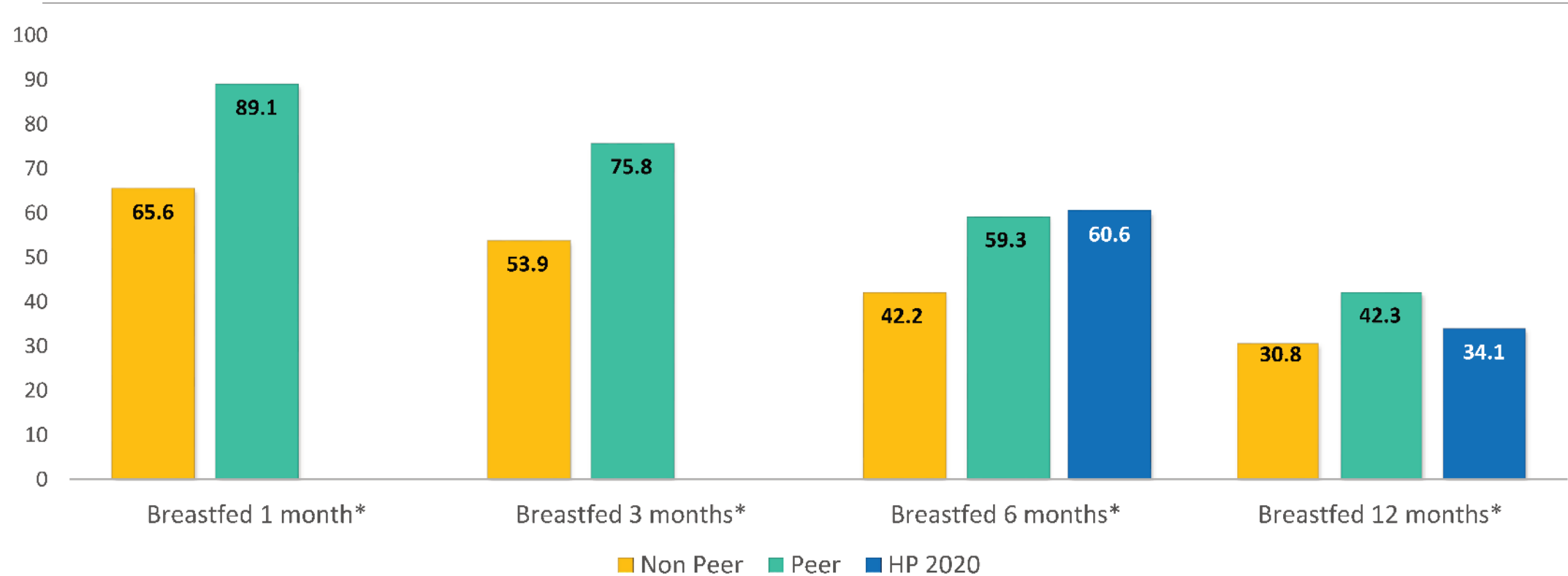
Breastfeeding duration All Minnesota WIC peer programs 2013



Women participating in peer services have significantly longer duration rates at all time points compared to those not participating in peer services.

* $p < 0.01$ MN WIC duration and HP 2020 goals are calculated as a percentage of all births.

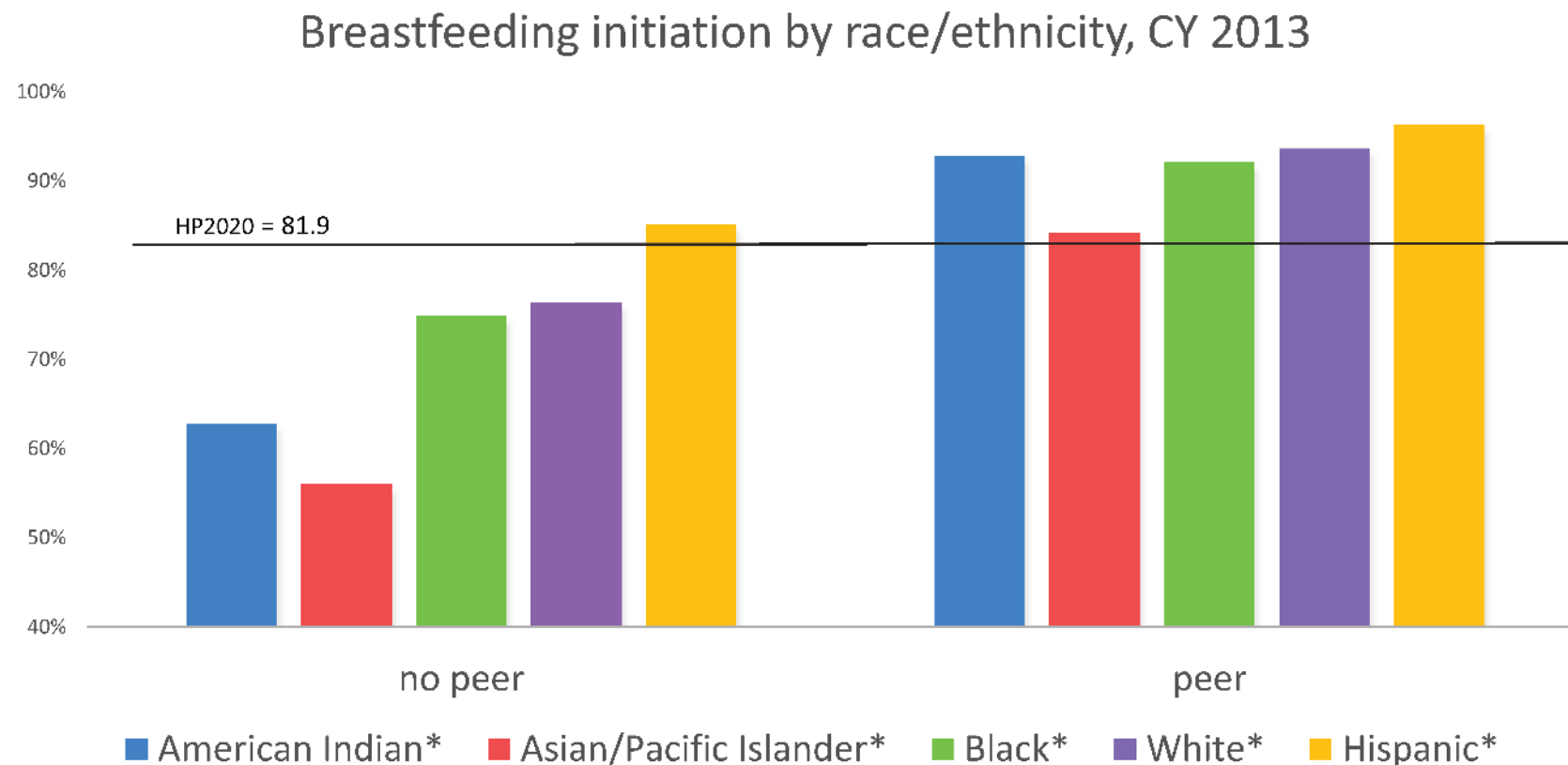
Breastfeeding Duration In Peer Program Participants Compared with Non Peer Bloomington WIC 2013



Women participating in Bloomington peer services have significantly longer duration rates at all timepoints compared to those not participating in peer services. The peer program rate exceeds the Healthy People 2020 objective at twelve months.

* $p < 0.01$ MN WIC duration and HP 2020 goals are calculated as a percentage of all births.

Minnesota's peer breastfeeding support program advances health equity



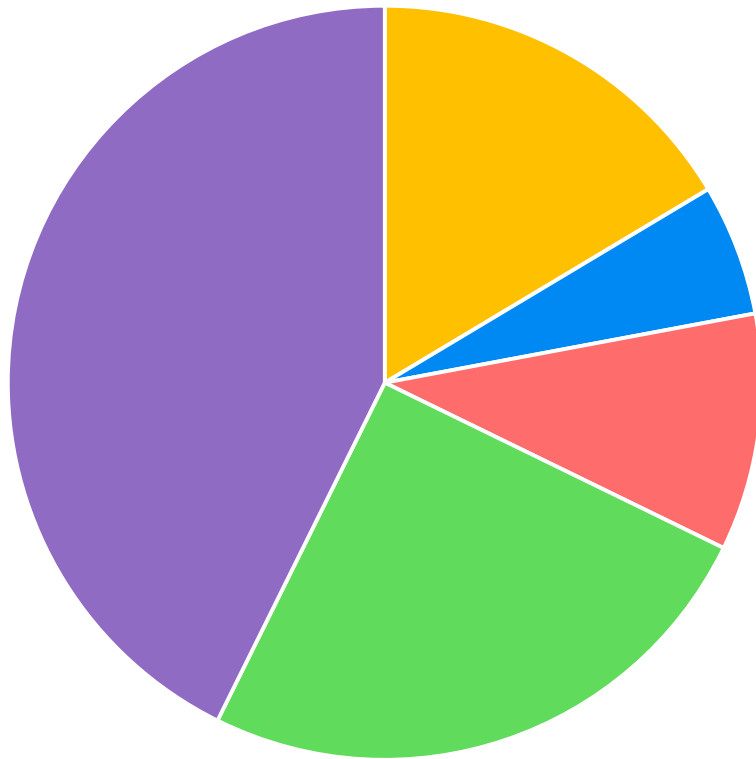
For each race/ethnicity, rate between those who did and did not receive services differed significantly, $p < 0.001$

among agencies with peer program services available

HP 2020: Healthy People 2020 NH: Non-Hispanic

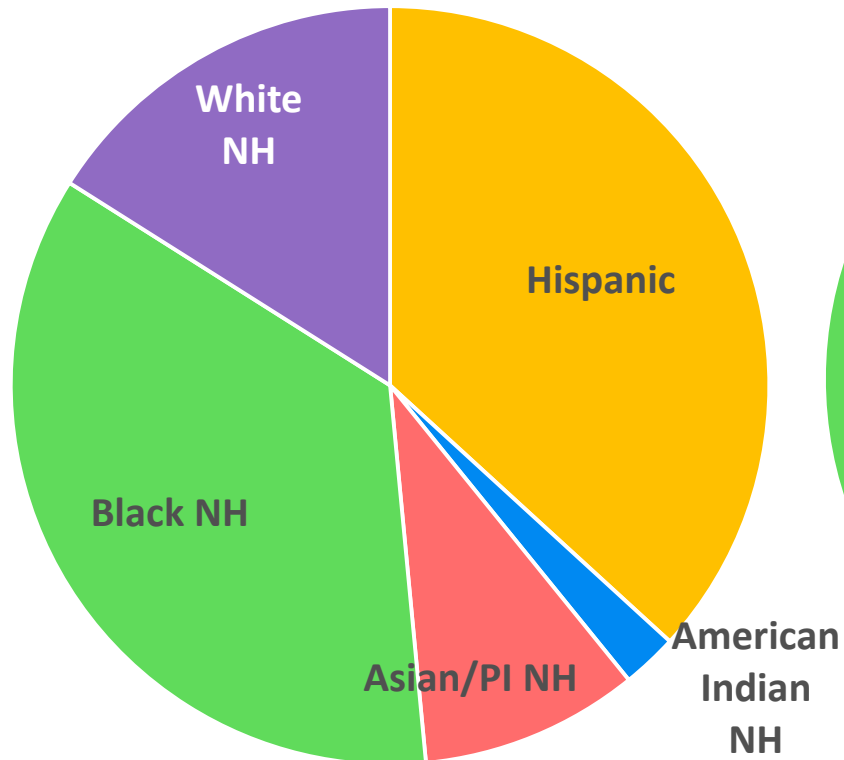
Race/Ethnicity, Bloomington, CY 2013

Statewide All Women



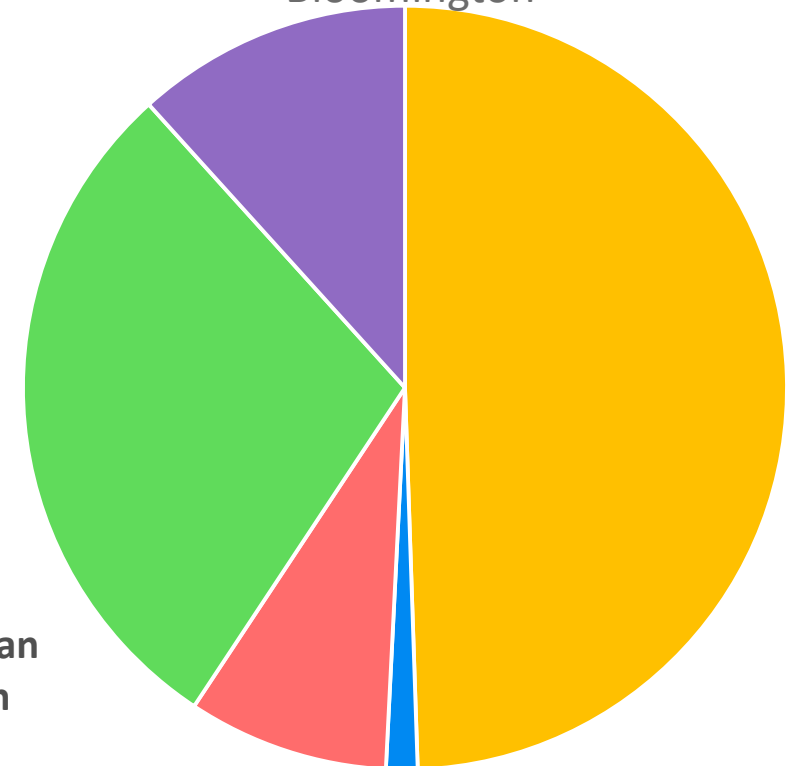
31,159

All Women in Bloomington



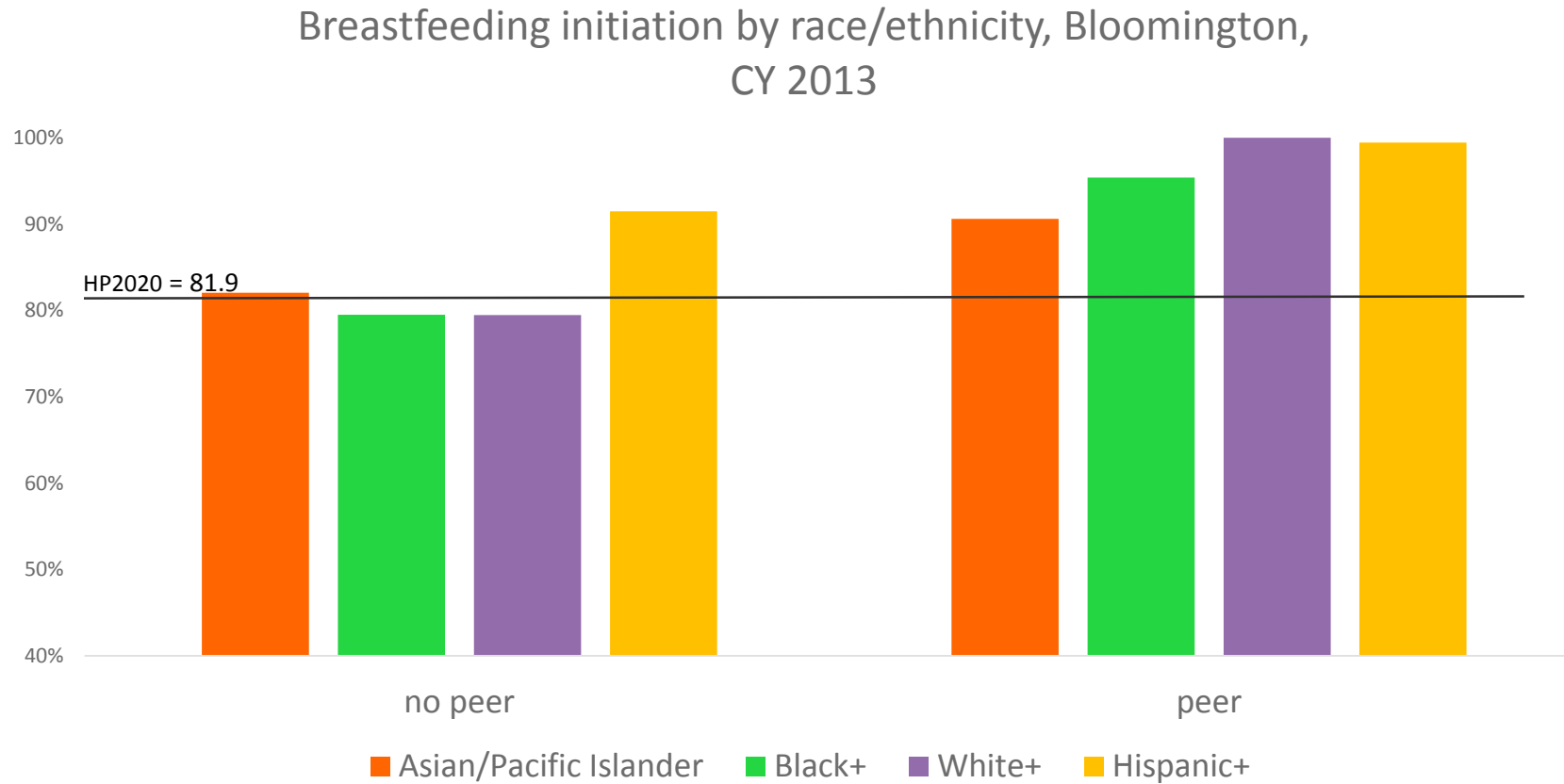
763

Women who had contact with a peer
Bloomington



376

Bloomington's peer breastfeeding support program advances health equity



+ no peer and peer differ significantly

$p < 0.001$ (Fisher's exact)

Conclusions

Women participating in the Bloomington peer breastfeeding support program, who delivered during 2013, had significantly higher levels of breastfeeding initiation and duration at one, three, six and twelve months when compared with women who did not participate in the peer program.

The Bloomington peer breastfeeding support program has met and exceeded the Healthy People 2020 goals for breastfeeding initiation and twelve months duration.

Percentage of women participating in the peer program in Bloomington increased from 39.7% in 2012 to 49.3% in 2013.

Disparities in breastfeeding rates between racial and ethnic groups are smaller among peer program participants.